Executive Summary

Churchill Fellowship to investigate social platforms in youth innovation through an alternative music/film educational institute.

Mark Robertson
2016 Churchill Fellow
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Mark Robertson  Signed .......................................................

Date ............15/11/17...............................................
Fellowship Details

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Project Sponsor – NSW Churchill Fellows' Association
The purpose of this project was to investigate schools and creative industries that have changed the scope of communities by utilizing culture, hip-hop/production dance film and creative industries. I particularly visited schools in urban communities that had changed the landscape of crime, mental health and addictions and that had paved the landscape for empowerment and change youths lives and empowered communities.

My itinerary included visits to different organisations and over a dozen individual expert PR actioners in their field all across America. This project has led me to believe that this framework is revolutionary in its approach and perhaps one of the world’s leading platforms in youth empowerment and community development.
BRIEF DESCRIPTION OF OUR ORGANISATION

One Vision Productions aims to empower individuals to make positive life choices and create social change.

Mission of OneVisionProductions is to empower and educate vulnerable youth through the arts to make positive life choices that enable them to maximise their highest potential. We do this by utilizing culture as the forefront of alternative education dealing with trauma through the art of storytelling, music, film, DJing, dance, and music production while working in circle environments teaching empowerment and the power of the mind and forgiveness. We have worked with over 10,000 youth Australia wide and have gained a reputation as one of the leading grass roots organisations in helping disengaged youth. Originally a travelling company helping youth Australia wide, we have expanded our horizons into creating a new opportunity and platform that will bring help our North coast youth and what could be seen as one of the most innovative strategies to youth development world-wide. We have won many awards for our work and continue to try to strive to help more people. The question is how can we do this better and so begins the exploration to a learning environment that has been pioneered throughout the world and been instrumental in helping countries with youth that are in trouble and need help.

OneVisionProductions is a non profit organisation. Our hip hop music, dance and film production workshops provide an innovative educational opportunity and a means of social connection for marginalised youth. Through collaborative programming with schools and other community-based organisations, we provide educational, social, mentoring and music opportunities to enhance the academic performance, community connections and career options of young people.

Our workshops promote fearless self-expression through movement music and art, promoting wellbeing and enhancing morale.

For the past 15 years, I have worked in over 45 remote Indigenous communities in the Northern Territory, Far North Queensland, and regional NSW, and facilitated workshops in schools and communities around Australia. OneVisionProductions has reached thousands of young people and won multiple awards.

In 2009 I was awarded the Young Social Pioneer of the Year Award for Innovative projects towards Social and Educational change, and my work with Indigenous youth earned me national recognition by being one of 20 Australians invited to meet his Royal Highness Prince Harry at Kirribilli House in 2013.

Most recently OVP has been awarded federal funding under the Indigenous Advancement Strategy to deliver the Music for Change program to Indigenous youth disengaged from education. An exciting element of this project is the collaboration with SAE – a world leading educator in the creative media industries. Working in
partnership with SAE, OVP has assisted 10 Indigenous youth to achieve a Certificate III in Music Production.

Eighty percent of Graduates are now employed in the creative industries, have enrolled in further tertiary education or gained full time employment.

With a collaborative approach to tackling the complex needs of disengaged youth, OVP envisions youth being empowered and connected to their local community.

**PROBLEMS ON A LOCAL LEVEL**

‘Why a new approach needs to be taken in helping our disadvantaged youth in Australia.’

I left Australia with my local community up in arms about what do with our youth. We have had youth aggressively bashing people at community hall parties. These normally peaceful events have been turned upside, and people are feeling unsafe and our local peaceful area being turned upside down. I went to a council meeting for the community with a couple of hundred people and in walking in late seen that everybody that spoke wanted to hear what I thought for addressing the issue. The key speaker said, “I guess Mark everybody wants to hear how you think we can solve this problem.” I explained to the community that in winning a Churchill fellowship it prompted me to open a school for disadvantaged youth where we utilise their culture in order to educate. We will run DJ coursers, hip-hop lessons, production courses, dance classes, sound healing, film-clips, band rehearsals, opportunities for kids to play at festivals and above all create a space where these youth will be a-part of a family environment that guides them to be leaders in their community.

The response to this concept was remarkable. Committed volunteers who have now joined our program run our Friday Night Live events. The OVP Creative Hub attracts an average of 20-30 participants every night. By using well-known artists to teach our courses we appeal to a diverse range of young people. We have world renown Psy Trance DJ Tetrameth teaching DJing, Australian artists “Emph and Treats” teaching hip hop and rhyming, and many other industry professionals contributing to a diverse range of creative platforms. We have people making soup as well and have youth-workers on deck.

One youth representing all his friends and local gangs said, “we are just bored,” at the council meeting. When asked what could help him and his friends he said DJing. “We want to be included,” he said. As soon as the talk finished he come up to me and said can we all sign up, I have spoken to his friends and they are all coming. This gives us a platform to ‘mentor these youth’. It isn’t about just DJing, we start in circular environments, become men and women together- demonstrate the power of what it is to be a leader, examine problems we are all facing and work through in together. Many youth are just ‘misguided’, lacking support by proper role models and many are in out of home care and don’t have positive role models.
This is where we come in; we have some of Australia’s most respected artists working for our organisation- the youth look up to these musicians as inspirations. This is a platform of respect which the youth give and we give back. What is so amazing is that at present, we have no funding people are doing it because they want to help. It is sad to say as just like the mayor said at the meeting that without funding it will not last forever.

STATISTICS

Reports from the Northern Rivers Social Development Council, Northern Rivers Social Profile and data obtained from community engagement activities conducted by the Tweed Council depict a region with insufficient investment in youth infrastructure.

The Tweed Youth Strategy and Action Plan highlights the need to support initiatives that drive ‘youth driven’ communities. That is, communities that recognise and encourage the participation and contribution of young people, support youth development and provide youth friendly services, facilities and programs.

Representatives from various community services expressed their concern at the NCOSS Communities consultation conference, at the lack of engaging youth activities. A key outcome of the conference was a universal acknowledgment of the need for improved recreational and social activities for young people in the Northern Rivers. One Vision Productions’ programs were cited as an example of positive youth engagement activities.

The concept of the OVP Creative Hub was conceived after interactions with over 500 local youth, their parents, carers’, schools and communities over the past two years.

OVP has identified a gap in existing youth services – where current youth spaces don’t provide services and activities that are actually appealing to young people.

The OVP Creative Hub meets the needs of young people as defined by young people.

OVP has listened to young people, who claim that current services either don’t provide activities they are interested in, or do not feel safe. The OVP Creative Hub is the only facility in the Northern Rivers that offers courses in music production, DJ-ing, digital story-telling, visual arts and dance. There is also a pool table, recreational area and recording studio that is supervised at all times.

Existing youth facilities are unable to deliver programs similar to OVP due to the prohibitive set up costs of purchasing music production and film equipment and music production technologies and not having access to Australia’s best musicians and film producers that want to help.

Due to successful past funding from the Federal and State Governments, sponsorship by Yamaha and Ableton, and investment from the local creative community and business community support, OVP already has the infrastructure and equipment required.
NEED FOR SAFE YOUTH SPACES

The OVP Creative Hub also offers a solution to current safety concerns many young people are faced with, as youth in the Tweed Shire said in the “Speak Out” campaign, that they often feel unsafe in some of the region’s existing youth facilities.

This is particularly relevant in skate parks across the entire Northern Rivers, with many parks now attracting people affected by substance use. Most skate parks are unattended, inadequately lit and are often sites where bullying and violence occurs. Parents of younger children in Ocean Shores have expressed concern that younger children are unable to use the skate parks due to anti-social behaviour, bullying and the violent behaviour of older youth.

The OVP Creative Hub provides a safe, inclusive and dedicated space for young people of all ages to enjoy. With regular drug and alcohol free events, OVP is instrumental in creating an environment where youth can socialise in a positive manner, and actively engage in the organisation and delivery of regular youth events.

EQUAL ACCESS TO ACTIVITIES

Our programs provide struggling families and young people with a unique opportunity to experience the world of creative industries.
In a region with low median household incomes compared to the rest of NSW and high living costs, many families in the Northern Rivers are struggling to afford the increasing costs of quality recreational and social activities for their children.

With youth unemployment in the region 70% higher than the National average, local youth are also restricted by their ability to afford positive social, cultural and recreational activities.

OVP programs provide young people of all ages and socio-economic backgrounds with equal access to a range of engaging and innovative programs.
SO HOW DOES THIS INNOVATIVE PLATFORM WORK GLOBALLY?

This six-week trip took me all through America with an outline of schools and artists below. I have collected some information and demonstrated how many similar schools operate. I have correlated these ideas and adopted many into my existing platform which has expanded my mind exponentially.

**PROGRAM ITINERARY**

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<tr>
<th>BOSTON</th>
<th>ZUMIX is a music school converted from an old fire station</th>
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<tr>
<td>ZUMIX</td>
<td>Leading doctor in Music therapy worldwide</td>
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<td>Dr Leonard Horowitz  Boston</td>
<td>Leading doctor in Music therapy world wide</td>
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<tr>
<td>Dauwoud Kringle!</td>
<td>After moving to New York City in 1983, Dawoud’s achievements include performing, recording, producing recordings, teaching, composing music for film, theater, and dance performance, and tours of the US and Europe, independent CD releases. His music was heard on radio stations in the US, Europe, Russia, Poland, and Indonesia.</td>
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<tr>
<td>AJ Bock</td>
<td>ANDREW JONATHAN (AJ) BLOCK is a didgeridoo player and teacher inspired by music, yoga and spirituality. As co-founder of the New York didgeridoo awareness organization Didge Project, AJ has built his work around the integration of sound and healing. Performing in a wide range of settings, AJ brings his music to healing events, large-scale meditative gatherings, festivals and</td>
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dance parties. As a teacher AJ primarily works with individuals who have come to the didgeridoo as a tool for healing. Emphasis on breath control has led many of AJ's clients to learn to play didgeridoo to treat respiratory conditions such as sleep apnea, snoring and asthma.

| Akim funk Buddha | Akim Funk Buddha is a multi-faceted performance artist with talents ranging from high-energy Classic Hip Hop rhymes, beat-boxing and Mongolian throat-singing, to body-balancing, martial arts, tap dance and circus arts. Akim creates borderless performance art fusing sounds and movements. His holistic approach to Hip Hop, draws from a full spectrum of cultural traditions and artistic disciplines. He has performed at Summer Stage, The Blue Note, The Kennedy Center (Washington DC), The Whitney Museum (VH1 Hip Hop Honors,) BAM Café, Lincoln Center Outdoors, Joe’s Pub, Winter Garden, Bronx Museum, La MaMa Theater & the Rubin Museum, and at Carnegie Hall with Bobby McFerrin. Akim is one of five American artists to win a US /Japan Creative Artists' Program grant for a three-month residency in Japan, awarded by the U.S. Japan Friendship Commission in conjunction with The National Endowment for the Arts. |
| dreamseed Brooke Hamre Gillespie | Brooke is a visionary sound healer, composer, song-writer and song carrier of sacred songs from all over the world including Native American songs from South, Central, and North America, Tibetan and Sanskrit mantra, African songs and more. Brooke is a gifted energy and sound healer, Pleiadian Lightworker and Reiki Master and she also is a recording engineer and producer. She believes in sound and music as |
universal methods of healing and a language of universal peace. She is currently working on recording the first release of her new shamanic prayerformance band, Pink Sun.

Terry Lewis

Terry Lewis also known as Kid Lucky is a Newyork beat rhymer, beatboxer and performer. He was an innovator in starting beat rhyming which has since take off globally.

Kaila Mullady

BEAT Global’s mission is to transform the lives of youth by empowering artists to build community through creative self-expression rooted in advancing Hip Hop culture.

LEGENDARY CYPHERS

Legendary cyphers is a group that has bought hip-hop culture to the streets of NewYork with beatboxing and crowd engagement

Aaron Lazansky

Aaron Lazansky-Olivas pka SpazeCraft is an Internationally recognized urban Artist & DJ/Music Producer born & raised in NYC, lives in the Bronx & is a Media Literacy Specialist of 20 years, working with the Mexican Museum, the Hive NYC, the Exploratorium, Children's Creativity Museum of SF, The Whitney, Bronx Museum, EyeBeam & Carnegie Hall in NYC to name a few. SpazeCraft has spearheaded programs/projects in & out of the Public School system such as, "The Living Remix Project", "Sample Universe" & "Sonic Portraits".

‘The Get Down’

The Get Down was founded on the belief that dance is the quickest path to truth in the here + now, and has the power to unite, heal, and restore peace by reminding us of who we truly are.
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<th>City</th>
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<tr>
<td>ATLANTA</td>
<td>Mandara Cromwell</td>
<td><strong>Mandara Cromwell</strong> is the Founder and Board President of ISTA (The International Sound Therapy Association), CEO and President of Cyma Technologies, Inc., and 2013 Nominee for the Thomas Edison Award for Innovation in the fields on Science and Medicine for the AMI 750.</td>
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<td>LAS VEGAS</td>
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NEED FOR PROGRAMS TO BUILD RESILIENT COMMUNITIES

The Northern Rivers is a large and diverse geographical area that includes rural areas, national parks, beaches and coastal areas.

There are seven geographical, social and economical local Government areas in the Northern Rivers. They are home to a diverse group of young people, with unique needs, and differing levels of access to facilities, services, employment, transport and programs.

At present, the entire community is being affected by high rates of youth violence, intoxication, theft and property damage. The rising incidents of youth aggression and intimidation are causing public safety issues, poor role modelling for younger children and the closure of regular community events.

As one of Australia’s most popular tourist destinations, the Northern Rivers economy is also impacted by the issue, as visitors to the region experience theft, assault and anti social behaviour.

This is a complex issue; with heightened emotions causing discord between young people, parents, police and concerned community members.

OVP programs provide the region with an urgent strategy to engage these youths in productive, positive social and recreational events.

LOCAL YOUTH NEED A PLACE OF THEIR OWN

The senior youth worker and Byron Youth Service program coordinator states this is an issue that has emerged again and again over the past 18 years. “What these young people mainly have in common is a lack of positive role models, neglect and anger issues and a feeling that their ‘territory’ is not their own,” she says.

The fact that the Northern Rivers is an attractive tourist destination means that our public spaces are often filled with visitors. Young people need spaces where they feel safe and empowered, and have a sense of ownership. They also need a space to be creative – where they are encouraged to find their voice and make a positive contribution to the social and economic fabric of our community.

With scarce local resources often committed to tourism, and public spaces overrun with tourists – there is an urgent need for investment into attractive, vital and safe youth spaces in the Byron Shire. The OVP Creative Hub is that space. While OVP acknowledges that there are dedicated youth organisations (including the Byron Shire Youth Service), the Creative Hub is the only facility that provides young people an opportunity to utilise state of the art music production and film equipment, providing truly youth driven activities.

The OVP Creative Hub offers disconnected youth a place of their own, where they can engage in legal street art, create their own beats and lyrics and learn to socialise in alcohol and drug free environments.

OVP programs include youth from a diverse range of cultures, ages and backgrounds, and promote respectful relating, tolerance and an appreciation of diversity.
OVP PROGRAMS – Statistics & Strategies for OVP Creative Hub

Education
Measures – how we doing

- In 2016 only 37.82% of young people in NR (Northern Rivers) completed Year 12 or equivalent. (ABS 2016 Census data).

This is lower than the NSW average.

- (Northern Rivers) has lower rates of school completion and transition to university (9%, compared to 27% NSW)
(Regional Development Australia, 2011 Census data).

What Works
Schools, community services, communities AND families working together to create learning environments and teach children work to improve these outcomes.

OVP Strategies

- OVP works on a whole of community approach, and reaches youth at risk of disengaging from education

Indigenous Education
Measures – how we doing

- Education rates for Indigenous youth were even lower, with only 23% attainment of Year 12 for Aboriginal young people in region, compared to 38% non-Aboriginal and 52% NSW.
(Regional Development Australia, 2011 Census data).

What works?
Involve Aboriginal people in design of services and programs for their communities

OVP strategies

- OVP involves Elders and the Indigenous community in providing culturally supportive spaces and works with Government and non-government agencies to implement close the Gap strategies across the region. (E.g. IAS)

- We also support and strengthen Aboriginal employment opportunities and business development. (50% of OVP staff are Indigenous Dec 2017)

- Employ Aboriginal mentors and create culturally relevant programs for work opportunities
Employment

Measures – how we doing

- The Northern Rivers has high levels of unemployment, and casualization of the work force.
- NR has 55% labour force participation (64% for NSW)
- 52% full time employment (60% NSW)
- 34% part time employment (28% NSW)

(Regional Development Australia, 2011 Census data).

- Highest proportions of residents on the lowest incomes in the State.
(Arts Northern Rivers Cultural Snapshot 2013)

What works

Alternate and flexible pathways

Linking education activities to employment opportunities

Mapping industry skill needs and matching to employment pathways and skills development tailored employment/training programs

Challenges

Young people are leaving the region in search of education/employment pathways.
Regional Development Australia: NR Social Profile 2013

This means our region is losing the potential of young people to contribute to our economic, social and cultural environment.

OVP Strategy

- Our programs recognise the need to tailor education and employment pathways to match the regions needs and strengths.
- We equip people with skills to transition into changing employment opportunities
- Our programs explore the linkages between new technologies and new industries as a means to keep young people in the region.

A region of Small Business

Measures – how we doing

- The NR is a region of small business, with less than 1% of business’ employing over 100 people.
- (65% sole traders and 32% businesses with 1-19 employees)15
- In 2011 the creative industries were one of the region’s top four growth industries, particularly in the fields of visual arts, design, literature, publishing, screen and digital content (Arts NR Cultural Snapshot 2013).
What works?

Optimise employment outcomes by leveraging growth in our unique regional strengths and assets, industry clusters and networks. (Creative industries, high volume tourism and large-scale music and lifestyle festivals.

Key tourism destination 4.7 million visitors a year. (Arts Northern Rivers Cultural Snapshot 2013)

OVP Strategy

• Support alternate models of work by fostering entrepreneurial skills
• Allow people to capitalise on existing industry strengths, skills base and supply chains (need for staff for festivals, music production, artists, cultural events)
• Provide education about new media development and the digital economy.
• Foster social enterprise and social business by delivering programs that enhance social outcomes as well as economic outcomes.
• Promote regional opportunities, products and services by partnering with government, tourism, events, arts and cultural organisations/practitioners and community organisations; fostering a large professional network.
• Provide opportunities for training and education to enable life-long learning

Creative Industries

Measures – how we doing

• NR has the highest concentration of creative industry practitioners in regional Australia. (Arts NR Cultural snapshot)
• Skill-base is strong in the creative and knowledge based sectors.
• Unique location to test, model and pilot new programs and innovative approaches.
• The Northern Rivers recorded the highest creative industries employment growth in the state, more than double the Sydney growth rate, and the highest concentration of creative industry workers outside Sydney. (Arts Northern Rivers Cultural Snapshot 2013)

Strengths/challenges

Vast reserves of creative industry professionals available to support mentorship programs.

Lack of incubator facilities to encourage start-ups and business acceleration for creative businesses (Arts Northern Rivers Cultural Snapshot 2013)

Lack of accessible studios giving access to space and equipment for less established practitioners (although SCU and TAFE make space and equipment available when possible) (Arts Northern Rivers Cultural Snapshot 2013)

Recent funding cuts to the TAFE’s fine arts courses has resulted in a reduction of courses and significant increases in demand for those that are available. (Arts Northern Rivers Cultural Snapshot 2013)
**OVP Strategy**

- Provide the region with accessible and affordable studio/workshops space
- Facilitate programs that encourage innovation
- Provide educational pathways for creative industry development for the region through delivery of Certificate III in music technology/Ableton etc.
- Collaborate with key industry bodies, government and philanthropists to secure funding and support creative industry growth in the region.
- Continue to deliver programs that provide a strong regional voice for Aboriginal artists.

**Ideal location for PILOT PROGRAMS**

These attributes make the Northern Rivers a unique location to test, model and pilot new programs and innovative approaches.
ARRIVAL
BOSTON
On arriving in Boston I was amazed to be apart of Zumix. Zumix is an organisation that empowers youth who use music to make strong positive change in their lives, their communities, and the world. ZUMIX is a place where every kid and teenager can express themselves through art and learn how to be successful in life doing what they most enjoy. It is an East Boston-based nonprofit organization dedicated to building our community through music and the arts. A core belief is that music is the most powerful means of developing adolescent self-identity. Their award-winning music and creative technology programming is designed to equip youth with the tools necessary to reach their full potential, while creating a safe space for youth to explore who they are and who they want to be. Through community events, ZUMIX provides access to top-quality arts experiences for a low-income, under-served neighborhood.

They blew me away, the infrastructure, the programs and support was amazing. Their funding seems to come from several trusts that have invested in them over time and what they have created is nothing short of inspirational. The lady that had founded it ‘Meredith’ has worked extensively to create this institute. She has given countless time helping 1000s of youth. To give an idea of the venue it is a 3 story, old fire station which they built from scratch. The main streams of there programs are as below:

**Songwriting & Performance** – ZUMIX uses literacy as participants go on a journey and use critical thinking in order to do song writing. This is the same as us in Australia as OVP also uses hip-hop as a vehicle to explore what is going on in participants’ lives and discuss solutions. These programs foster artistic development, as well as confidence and teamwork skills as youth express themselves through music, theater, and dance.

**INCORPORATING INTO OVP HUB MODEL:**

**Songwriting & Performance:** This needs to be something that OVP offers, so not only are the kids creating music, they can be creating ensembles with performance outcomes. Also camps are something to start looking into, rites of passage, becoming men and women. We need to link in with services that these kids can play at to facilitate performance opportunities. This can include local festivals, Schoolies Week and community performance events.

Byron Bay hosts some of Australia’s largest music and arts festivals, which offers a unique opportunity for youth to engage in live performance.

Zumix also incorporates 1) Live Audio Engineering, 2) Beatmaking & Music Production, 3) Studio Recording, and 4) Audio Troubleshooting & Repair. They help train participants into entrepeuneurs.
**ZUMIX Radio** - ZUMIX Radio promotes youth and community voices in East Boston, while supporting teens to learn valuable 21st century skills in technology, radio production, communication, and journalism. Radio classes train participants to host their own live radio broadcasts, produce their own radio stories, and develop meaningful relationships with adult mentors.

**INTEGRATING INTO OVP HUB MODEL:**

ONEVISIONPRODUCTIONS RADIO. My experience in Boston gave me inspiration to pursue a partnership with BAY-FM where kids host their own show. I have already started to create connections with BAY FM producer Darren and am in discussions to pursue a regular spot. This will enable youth to gain live broadcast experience, and provide youth with a platform to share their stories to the community.

**Instrumental Music** – ZUMIX offers private and group music instruction in piano, guitar, bass, drums, voice, brass, woodwinds, and African drumming. Their instructors combine the educational and developmental philosophies of mentoring with ZUMIX's focus on music and the arts as life-sustaining and empowering forms of education. As participants continue their studies, young instrumentalists improve their artistry through Music Theory classes and learn group-building skills in ensembles which allow youth to perform at a variety of events throughout the city.

**INTEGRATING INTO OVP HUB MODEL:**

This will be a benefit of having private tuition at the OVP Creative Hub. We hope to offer tuition days around workshops, or in the recording studio.

- **Guitar:**
- **Piano:** Christina Ryigert, Christina Gobet-Freeman and Sarah Mulvin
- **Saxophone:** Michael Raymond
- **Flute:** Jillian Broughton
- **Strings:** Dominic Rado
- **Vocals: Male:** Pavlo
- **Music theory:** Dominic Rado
- **Contemporary music studies:** Dominic Rado
- **Music therapy:** Kassie Sofia
- **Early learning introduction to music:** Christina Gobet-Freeman
- **Songwriting workshops:** Lady writer
- **My Hip Hop music classes (ages three - 12):**
OVP RADIO CONCEPT

Want to be on Radio? In partnership with local radio Bay FM – OVP Radio!

Here’s a chance for your voice to be heard.

Any topic, multitude of topics or just play your favorite music. OVP now has a platform for you to be on radio. Not only that a chance to be trained up in how to be a radio presenter and perhaps host your own show under the guidance of DJ Terranalius. Every Monday morning 10am- 10:30 am. Take a chance and let yourself shine!

TO BOOK EMAIL: melissa_m_poole@yahoo.com.au

Or call- 0431148081

P.S: ALSO OPEN FOR STAFF AND PARENTS TO GO ON RADIO
My journey then led to NewYork where I have been meeting some true innovators in the scene. The first guy I met was Terry Lewis. Terry Lewis is known as the innovator of beat rhyming. He took me through his journey and related it to the rise in the hip-hop scene. He is an innovator in beat global, it was interesting to talk to him about his experiences.

I also met Kaila Mullady - North America’s female beat boxing champion who was taken under Terrys wing about a decade ago. These are two of America’s pioneers in the hip-hop industry. Together they are a massive part of Beat Global whose framework is innovative and took New York by storm.
‘BEAT Global’s mission is to transform the lives of youth by empowering artists to build community through creative self-expression rooted in advancing Hip Hop culture.’

In utilizing what we can add to our pedagogy it is important to explore these concepts:

**Community Workshops**

**PROGRAMS**

‘Whether at your school, community center, youth center or church, BEAT Global’s distinctive and fun Hip Hop Workshops allow your students to cultivate new skills in teamwork, collaboration, leadership, and creativity. Kicking off the workshop with a live showcase from our professional facilitators, students will

- Learn the basics of beatboxing
- Break off into smaller collaborative teams
- Write original lyrics based off a theme
- Perform their new creations in front of the entire group
- Exchange feedback and constructive criticism

**INCORPORATING INTO OVP HUB MODEL:**

This is really a big part of a paradigm we already work in and we utilize in our programs in Australia- this is exactly the platform we use in OVP workshops. This is now going to be incorporated into the 2nd lesson of our term workshops where youth have the opportunity to create their own promotional video and become their own writers. Chosen lyrics can be used for the core song that we create a film-clip in as a class.

- Beat Breakers is another aspect of what they do- B-boy/B-girl (breakdancing) program that teaches the roots of the dance through the perspective of real B-boys who rose up from the culture and helped create this art form.

**INCORPORATING INTO OVP HUB MODEL:**

Since exploring this concept we will be utilising this idea. We have one of Australia’s best break dancers, MC Yogi living in the region. I am going to propose to him weekly b-boy classes and tie this into our routine.

As the B-Boy scene is really important part of Hip Hop Culture, this will work well.
Other inspired ideas to incorporate into the OVP Hub Model.

‘The Serious MC’
This will now be incorporated into our Friday night session. This course incorporates lyricism and creative writing though has an emphasis on music production, beat making, and career development. This program is for serious MC’s who want to learn what it takes to be an MC in the industry. It takes the youth through the basic fundamentals of learning production such as Tascam’s, preamps into the process of how to make a beat. We will use both Ableton and Cubase as the fundamental programs and engage students in all aspects of what it means to be a Music Producer. Push units will be a massive component of this process and we will take the poet into being a serious technician with the tools to create. This will include teaching devotion, professionalism, hard work, creativity, and a fundamental knowledge of both production hardware and the latest technology. We will conclude with students focus on writing and recording professional-quality songs with original beats, lyrics, and music.

Electronic Music Production with TETRAMETH
Spaced over a period of 8 classes this course will take students from the all-important kick & bass, through the arrangement & production process, right through to a radio edit & mastering the track yourself, giving you an insight to the tips & tricks Pete (Tetra meth) has amassed over years of
producing tracks that have gained him global success and the admiration of his peers. These production tips & tricks can be applied to any genre of electronic music. The end result is a complete, pumping progressive psy-trance track that will put a smile on anyone’s face that's a fan of this genre of music. This course will complete with a DJ/beat mixing class, & a final class devoted to music industry knowledge & exercises such as creating an artist press kit & key points on how to enter the industry informed & be 100% "gig ready”

So next stop was under Kevin Nathaniel, Kevin is amazing artist that uses sound as a transformation of music- he especially uses old African instruments as a sound healing modality. He creates workshops and events in this field which really interested me in how we could interact this sort of culture back home for community and to help our youth. Sound is at the essence of everything. In traditional culture, it would be sound that would be used to heal the sick, bring people together, stop conflict and create unity. How is it that these traditional instruments create the vibration and tune in everyone collectively? Kevin discussed many of these ancient instruments and how they are used in music education and for a workshop based environment. In talking to this peaceful person and being a spectator in his work, I saw that this type of space could be created back home with the community interacting with it. This also brings in opportunities for older members of the community to get involved with sound workshops.

This will be incorporated into our weekly plan and offer a space where community can get involved. It can work upstairs; a system needs to be made where things can get moved for open space upstairs. We will need yoga mats and practitioners can bring music and instruments.
This leads me into the next practitioner I got to spend some time with AJ Block.

ANDREW JONATHAN (AJ) BLOCK is a didgeridoo player and teacher inspired by music, yoga and spirituality. As co-founder of the New York didgeridoo awareness organisation Didge project, AJ has built his work around the integration of sound and healing. Performing in a wide range of settings, AJ brings his music to healing events, large-scale meditative gatherings, festivals and dance parties. As a teacher AJ primarily works with individuals who have come to the didgeridoo as a tool for healing. Emphasis on breath control has led many of AJ’s clients to learn to play didgeridoo to treat respiratory conditions such as sleep apnea, snoring and asthma.

AJ also uses didgeridoo in school settings an example can be seen https://didgeproject.com/kids/magic-didgeridoo-interactive-presentation-schools/

We have been incorporating some didge making workshops in our classes through mentors so its good to see another perspective. I want to open a time up for didge making and learning the didge for community. Adopting ideology from an educational spectrum requires to advance on previous ideas with greater depth. So in analyzing AJ’s work-I would use it more for an ongoing workshop. Making didgeridoo’s learning to play, learning the greater concept of sound and the Didgeridoo. In thinking what could correlate with this drumming workshops could feed right into this concept
Wow what an individual. Akim has pioneered in using hip-hop in a theatrical space and travels the world creating theatre and hip-hop. This is such a massive perspective to hip-hop as he is a multi-faceted performance artist with talents ranging from high-energy Classic Hip Hop rhymes, beat-boxing and Mongolian throat-singing, to body-balancing, martial arts, tap dance and circus arts. Akim creates borderless performance art - fusing sounds and movements. His holistic approach to Hip Hop, draws from a full spectrum of cultural traditions and artistic disciplines. In spending time with Akim he made me want to delve deeper into my understanding of hip-hop. Hip-hop should not have borders it needs to be fused with an unlimited array of disciplines.

SOME IDEAS THAT WILL NOW BE INCORPORATED AS PLATFORMS IN AUSTRALIA.

Perhaps OVP could move into a place of theatrical performance where the beatboxers get together with rhymer, dancers are also fused in there as well for a state of the art performance. This could be Musical performance live 101. I have also taken away with me a fascination for Tibetan throat singing. It is through spending
time with such an array of diverse educators that my whole world is opening up in the potential for a successful music school.

CULTURE THE MUSIC INDUSTRY AND HOW TO APPLY TO AUSTRALIA

‘THE GET DOWN’

NewYork has cultural events like no other place in the world. Hip-Hop cyphers are in the streets; parties are adventurous with art shaping a different paradigm. A couple of places that have really shaped culture like this is ‘The Get Down’ and ‘Legendary Cyphers.’

THE GET DOWN

“The get down is about the music,
it's about the movement,
And it's about life.

What is different about the get down is how it fuses music art and culture to create one of Brooklyn's best events. It starts and finishes early so you can come home at a decent hour so you can wake ready for the next day. My idea is different to this incorporating street performances but it has served as a good idea creatively.

The Get Down was founded on the belief that dance is the quickest path to truth in the here + now, and has the power to unite, heal, and restore peace by reminding us of who we truly are.

From influences such as the ‘Get down” I’ve formed a partnership alliance with a friend of mine Adam Collette in Australia. He has Council Development Approval to
close streets down in our neighbourhood and runs similar sort of events. Not only do we need to create a successful school as a community it is important to create the culture as well. We will bring art/theatre and music platforms and events to our neighbourhood.

**LEGENDARY CYPHERS**

Started in August, 2013, Legendary Cyphers has quickly become one of New York’s most awesome hip-hop nights. Every Friday from 8 p.m. – Midnight, Union Square park comes alive with beats and rhymes as rappers take turns exchanging lyrics back-and-forth. With crowds typically reaching numbers in the hundreds, the free weekly all-ages event has drawn a mix of rap scene regulars as well as curious visitors who want to see what all the hip-hop hubbub is about.

In talking to the organizers beforehand and then being absolutely blown away by the event I wanted to try to find ways of incorporating this into Australia. In doing this I am going to transform our school once a month to create a similar vibe.

**SOME IDEAS THAT WILL NOW BE INCORPORATED AS PLATFORMS IN AUSTRALIA.**

Monthly open mike events on Fridays

- Have an event once a month where all cats come together to cypher, the platform starts in a cypher to open ceremony—all participants are invited to be involved
- The first half of night begins with workshops than moves into circle, which transitions to cypher and than band starts for last hour to end the night
- Be part of a family inclusive event
- Hip-hop heads can perform—up and coming musicians
- This can be a platform for future chances
- First Friday every month after circle band performs
- Also spoken word poets can come and be part of the opportunity and do rhymes—spoken word can take place after the cypher has begun.

OVP will be creating database of all artists (musicians, spoken word poets, producers etc) and enhancing employment outcomes for artists throughout the region to create these open mike night events.

**AARON LAZENSKY**

Aaron Lazansky-Olivas aka SpazeCraft is an Internationally recognized urban Artist & DJ/Music Producer born & raised in NYC, lives in the Bronx & is a Media Literacy Specialist of 20 years, working with the Mexican Museum, the Hive NYC, the Exploratorium, Children's Creativity Museum of SF, The Whitney, Bronx Museum, EyeBeam & Carnegie Hall in NYC to name a few. SpazeCraft has been an innovator in the Bronx and was a massive part of the revival of utilizing arts to help the Bronx and surrounding areas in NYC.

By working with their unique experiences, their cultural backgrounds, & their interests, Aaron helps participants from being a passive consumer to an active producer in cultural urban expression through the arts & media while learning highly desirable applicable job market skills that can be a real springboard to propel their interests into careers later in life.

**SOME IDEAS THAT WILL NOW BE INCORPORATED AS PLATFORMS IN AUSTRALIA.**

A good thing about Aaron is that he continuously shares out the music made programs online. Often through Living Remix Project Web portal on Bandcamp.com (links to sample previous work) We also want to start working in primary schools so he has bought forth many ideas in how to do that.


OVP needs to be doing the same have not only website but a regular platform This should include BANDCAMP, SOUNDCLOUD, JJJ UNEARTHED

Aaron was an inspiration to the Bronx's revival and the hip-hop culture there and is an example of the power that alternative workshops and hip-hop can do to heal communities. The question is how do we cater our workshops to a bigger demographic and also help primary school youth. Our programs have been really effective with primary school youth and an a element of Aarons program to really utilize is to be using a lot of Ableton with push units to make it even more fun and
DREAMSEED NEW YORK
Brooke Hamre Gillespie

Brooke is a visionary sound healer, composer, song-writer and song carrier of sacred songs from all over the world including Native American songs from South, Central, and North America, Tibetan and Sanskrit mantra, African songs and more. Brooke is a gifted energy and sound healer, she also is a recording engineer and producer. She believes in sound and music as universal methods of healing and a language of universal peace. She is currently working on recording the first release of her new shamanic prayerformance band, Pink Sun.

SOME IDEAS THAT WILL NOW BE INCORPORATED AS PLATFORMS IN AUSTRALIA.

The reason while I was interested in what dreamseed are doing as they are utilizing sound healing as a way to help trauma, anxiety and depression. They utilise 4 professional artists to play certain sort of music while others relax and let sound vibration help them on their healing journey. At OVP this could begin with a sound healing with Australian Indigenous musician Eshua Bolten through the didgeridoo. This could also be used as a social enterprise plan to create more revenue in the space, as artists rent workshop space. Other artists could then be incorporated as it grows.
CONCLUSION:

This trip has been monumental in shaping the future direction of our organisation. It has put a whole new perspective in how we should approach this vision to create a centre of excellence.

I have written this paper incorporating new ideas into our space and the implementation of those ideas. I personally believe that this model could have a dramatic change on the face of social programming in Australia.

If we utilize the young people’s culture and create learning platforms around that than we will be a position to succeed. Our new school will incorporate all these ideas that have worked worldwide and be based on infrastructure that has been proven to succeed.

This has helped us now open the OVP Creative Hub in Byron Bay, providing a truly innovative platform for all youth to engage in inspiring creative programs with positive social benefits. This model also has the potential to be implemented all throughout Australia and with its benefits helping change youth and social innovation Australia wide.